

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37329
 Alt Order #: 08866296
 Product Desc: ISSUE
 Estimate: 1011
 Flight Dates: 09/19/12 - 09/28/12
 Original Date / Rev: 09/18/12 / 09/27/12
 Order Type: GENERAL

Primary AE:
 Sales Office:
 Sales Region:

Agency Name: Main Street Media Group
 Buying Contact:
 Billing Contact:
 P.O. Box 25092
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Center for Individual Freedom
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	58	\$142,700.00	\$121,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$142,700.00	\$121,295.00	0.00
Totals	58	\$142,700.00	\$121,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones	Start Of Order - End Of Order			100%
------------	-------------------------------	--	--	------

Order Share

	Share	Total
--	-------	-------

KLAS	30%	\$142,700.00
------	-----	--------------

Market	100%	\$475,666.67
--------	------	--------------

Competitive Share

	Share	Total
--	-------	-------

CABLE	0%	\$0.00
-------	----	--------

KBLR	0%	\$0.00
------	----	--------

KFBT	0%	\$0.00
------	----	--------

KINC	0%	\$0.00
------	----	--------

KTNV	25%	\$118,916.67
------	-----	--------------

KTUD	0%	\$0.00
------	----	--------

KVBC	0%	\$0.00
------	----	--------

KVVU	5%	\$23,783.33
------	----	-------------

KVWB	0%	\$0.00
------	----	--------

LV1	0%	\$0.00
-----	----	--------

UNKWN	0%	\$0.00
-------	----	--------

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/19/12	09/21/12	Live w/Kelly Live w/Kelly	CM	9-10a	---TF--	:30	2	\$950.00	LV1	0.00	NM	2	\$1,900.00
KELLY															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 09/17/12		09/23/12		---TF--		2		\$950.00		0.00					
E 2	8	09/24/12	09/28/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	2	\$950.00	LV1	0.00	NM	2	\$1,900.00

Order / Rev: 37329
Alt Order #: 08866296
Flight Dates: 09/19/12 - 09/28/12

Advertiser:	Center for Individual Freedom
Product Desc:	ISSUE
Estimate:	1011

KLAS

Order / Rev: 37329
Alt Order #: 08866296
Flight Dates: 09/19/12 - 09/28/12

Advertiser: Center for Individual Freedom
Product Desc: ISSUE
Estimate: 1011

KLAS

Order / Rev: 37329
 Alt Order #: 08866296
 Flight Dates: 09/19/12 - 09/28/12

Advertiser: Center for Individual Freedom
 Product Desc: ISSUE
 Estimate: 1011

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N37	8	09/24/12	09/28/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MTWTF--	:30	5	\$200.00	LV1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		5	\$200.00		0.00						
N38	8	09/22/12	09/22/12	Sat Prime Special KLAS Movie: Dick	CM	8-10p	-----S-	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-		1	\$3,000.00		0.00						
N39	8	09/24/12	09/28/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		1	\$1,400.00		0.00						
N40	8	09/20/12	09/21/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	---TF--	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	---TF--		1	\$150.00		0.00						
Totals														58	\$142,700.00